



## ANNOTATED NEW PARAGRAPHS AND CLAIMS

[0050] As illustrated in the schematic in FIG. 1, the present invention includes a system 10 (computer, webpages, online devices, interactive television; page 2, lines 15-17; page 14, lines 2-3) for searching a computer network (the Internet and web page on the Internet, interactive television environment; page 1, line 1; page 2, line 15; page 14, lines 2-3) for a product (search engine finds brands and products; page 2, lines 11-12) associated with a brand name, with the system 10 including an online device 12 (online "device" (sic) = online device; page 2, lines 16-18) for accessing a portal 14 (webpage on the Internet; page 2, line 16) to a predetermined website (www.shopbybrands.com; page 4, line 3) on the computer network 16, such as the Internet or an online service (website with Internet URL; page 4, line 3), and for receiving from a user an inputted query message 18 (user types or inputs data; page 2, line 17) into the online device 12, in which the query message approximates a brand name (approximation is supported since misspellings of brand or company name taken into account; page 2, lines 8-9; page 14, lines 5-6), and in which the brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line (brand name or product in a product line; page 2, lines 4-12). The system 10 also includes means 20 associated with the website for searching only a plurality 22 of brand names (page 14, lines 7-8) for a first match of the query message with a matching brand name (page 14, lines 7-8). The online device 12 outputs a first uniform resource locator (URL) address 24 (page 14, lines 12-13) associated with the matching brand name. The online device 12, responsive to the first URL address 24, accesses an Internet-based website 26 (page 2, lines 21-25; page 3, lines 9-11) using the first URL address 24 associated with the matching brand name. The online device 12 may be a computer and/or an interactive television (page 14, lines 2-3).

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[0051] As illustrated in the flowchart in FIG. 2, the present invention also includes a method 28 (**page 2, lines 15-19**), using the system 10 and components thereof (**computer, webpages, online devices, interactive television; page 2, lines 15-17; page 14, lines 2-3**) in FIG. 1, for searching the computer network 16 (**page 2, line 15**) for a product associated with a brand name (**page 2, line 11**), with the method having the steps of: inputting (**page 2, line 17**) in step 30 the query message 18 (**user types or inputs data; page 2, line 17**) into the online device 12 accessing the portal 14 (**webpage on the Internet; page 2, line 16**) to the predetermined website (**www.shopbybrands.com; page 4, line 3**), in which the query message approximates the brand name associated with the product (**approximation is supported since misspellings of brand or company name taken into account; page 2, lines 8-9; page 14, lines 5-6**), and in which the brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line (**brand name or product in a product line; page 2, lines 4-12**); searching in step 32 only the plurality 22 of brand names (**page 14, lines 7-8**) for a first match of the query message 18 with a matching brand name (**page 14, lines 7-8**); and outputting in step 34 the first URL address 24 (**page 14, lines 12-13**) associated with the matching brand name. The method may also include the step 36 of accessing an Internet-based website using the first URL address 24 associated with the matching brand name (**page 2, lines 21-25; page 3, lines 9-11**). The method 28 may be performed using the online device 12 which includes a computer and/or an interactive television (**page 14, lines 2-3**).

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3. (previously presented) A method for searching a computer network (**the Internet and web page on the Internet, interactive television environment; page 1, line 1; page 2, line 15; page 14, lines 2-3**) for a product associated with a brand name (**search engine finds brands and products; page 2, lines 11-12**), the method comprising the steps of:

inputting (**page 2, line 17**) a query message into an online device (**user types or inputs data; page 2, line 17**) accessing a portal (**webpage on the Internet; page 2, line 16**) to a predetermined website (**www.shopbybrands.com; page 4, line 3**), wherein the query message approximates the brand name associated with the product (**approximation is supported since misspellings of brand or company name taken into account; page 2, lines 8-9; page 14, lines 5-6**);

searching a plurality of brand names (**page 14, lines 7-8**) for a first match of the query message with a matching brand name (**page 14, lines 7-8**); and

outputting a first uniform resource locator (URL) address (**page 14, lines 12-13**) associated with the matching brand name and providing information about the product (**page 2, lines 21-25; page 3, lines 9-11**).

4. (previously presented) The method of claim 3, wherein the brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line (**brand name or product in a product line; page 2, lines 4-12**).

5. (previously presented) The method of claim 3, wherein the online device is computer (**computer, webpages, online devices; page 2, lines 15-17**).

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6. (previously presented) The method of claim 3, wherein the online device is an interactive television (**interactive television; page 14, lines 2-3**).

7. (previously presented) The method of claim 3, further comprising the step of:

accessing an Internet-based website using the first URL address associated with the matching brand name (**page 2, lines 21-25; page 3, lines 9-11**).

8. (previously presented) The method of claim 7, wherein the Internet-based website (**page 2, lines 21-25; page 3, lines 9-11**) is distinct from the predetermined website associated with the portal (**www.shopbybrands.com; page 4, line 3**).

9. (previously presented) The method of claim 7, wherein the step of accessing an Internet-based website using the first URL address includes the step of:

accessing an enhanced URL page associated with the matching brand name (**page 3, lines 18-19**).

10. (previously presented) The method of claim 9, wherein the enhanced URL page (**page 3, lines 18-19**) displays information associated with the matching brand name, with the information being selected from the group consisting of special promotions, store locations, store hours, phone numbers, and current sales (**page 3, lines 18-24**).

11. (previously presented) A method for searching a computer network **(the Internet and web page on the Internet, interactive television environment; page 1, line 1; page 2, line 15; page 14, lines 2-3)** for a product associated with a brand name **(search engine finds brands and products; page 2, lines 11-12)**, the method comprising the steps of:

inputting **(page 2, line 17)** a query message into an online device **(user types or inputs data; page 2, line 17)** accessing a portal **(webpage on the Internet; page 2, line 16)** to a predetermined website **(www.shopbybrands.com; page 4, line 3)**, wherein the query message approximates the brand name associated with the product **(approximation is supported since misspellings of brand or company name taken into account; page 2, lines 8-9; page 14, lines 5-6)**, and wherein the brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line **(brand name or product in a product line; page 2, lines 4-12)**;

searching only a plurality of brand names **(page 14, lines 7-8)** for a first match of the query message with a matching brand name **(page 14, lines 7-8)**; and

outputting a first uniform resource locator (URL) address **(page 14, lines 12-13)** associated with the matching brand name and providing information about the product **(page 2, lines 21-25; page 3, lines 9-11)**.

12. (previously presented) The method of claim 11, further comprising the step of:

accessing an Internet-based website using the first URL address associated with the matching brand name **(page 2, lines 21-25; page 3, lines 9-11)**.

13. (previously presented) The method of claim 11, wherein the online device is computer (**computer, webpages, online devices; page 2, lines 15-17**).

14. (previously presented) The method of claim 11, wherein the online device is an interactive television (**interactive television; page 14, lines 2-3**).

15. (previously presented) A system (**the Internet and web page on the Internet, interactive television environment; page 1, line 1; page 2, line 15; page 14, lines 2-3**) for searching a computer network (**the Internet and web page on the Internet, interactive television environment; page 1, line 1; page 2, line 15; page 14, lines 2-3**) for a product associated with a brand name (**search engine finds brands and products; page 2, lines 11-12**), the system comprising:

an online device (**online device; page 2, lines 16-17**) for accessing a portal (**webpage on the Internet; page 2, line 16**) to a predetermined website (**www.shopbybrands.com; page 4, line 3**) and for receiving from a user an inputted query message into the online device (**user types or inputs data to an online device; page 2, lines 16-17**), wherein the query message approximates a brand name (**approximation is supported since misspellings of brand or company name taken into account; page 2, lines 8-9; page 14, lines 5-6**), and wherein the brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line (**brand name or product in a product line; page 2, lines 4-12**); and

means associated with the website for searching only a plurality of brand names (**page 14, lines 7-8**) for a first match of the query message with a matching brand name;

wherein the online device outputs a first uniform resource locator (URL) address (page 14, lines 12-13) associated with the matching brand name and providing information about the product (page 2, lines 21-25; page 3, lines 9-11).

16. (previously presented) The system of claim 15, wherein the online device, responsive to the first URL address, accesses an Internet-based website using the first URL address associated with the matching brand name (page 2, lines 21-25; page 3, lines 9-11).

17. (previously presented) The system of claim 15, wherein the online device is computer (computer, webpages, online devices; page 2, lines 15-17).

18. (previously presented) The system of claim 15, wherein the online device is an interactive television (interactive television; page 14, lines 2-3).



# ANNOTATED DRAWINGS

Replacement Drawing

09/681,629

1/2

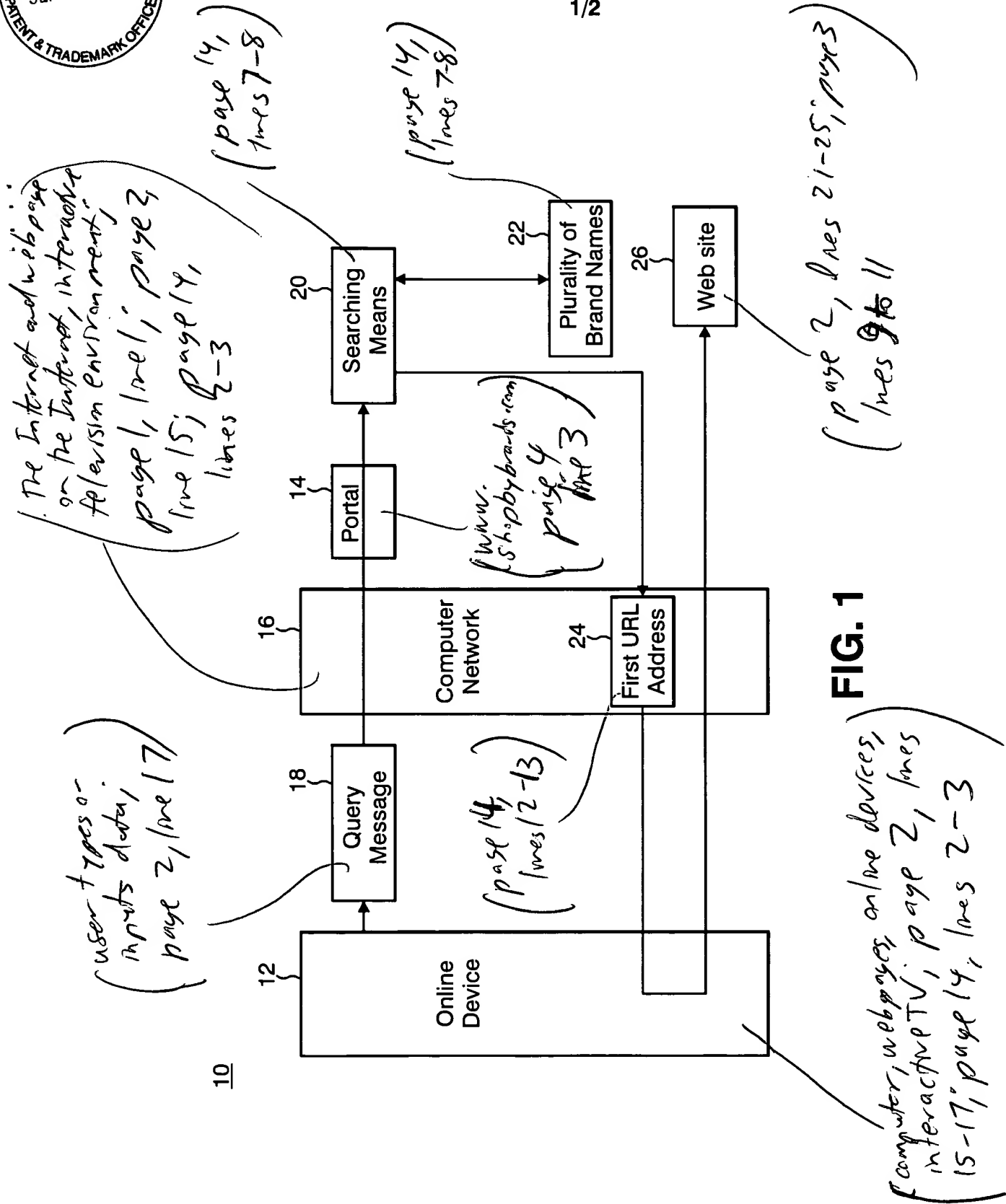


FIG. 1

# ANNOTATED DRAWINGS...

Replacement Drawing

09/681,629

2/2

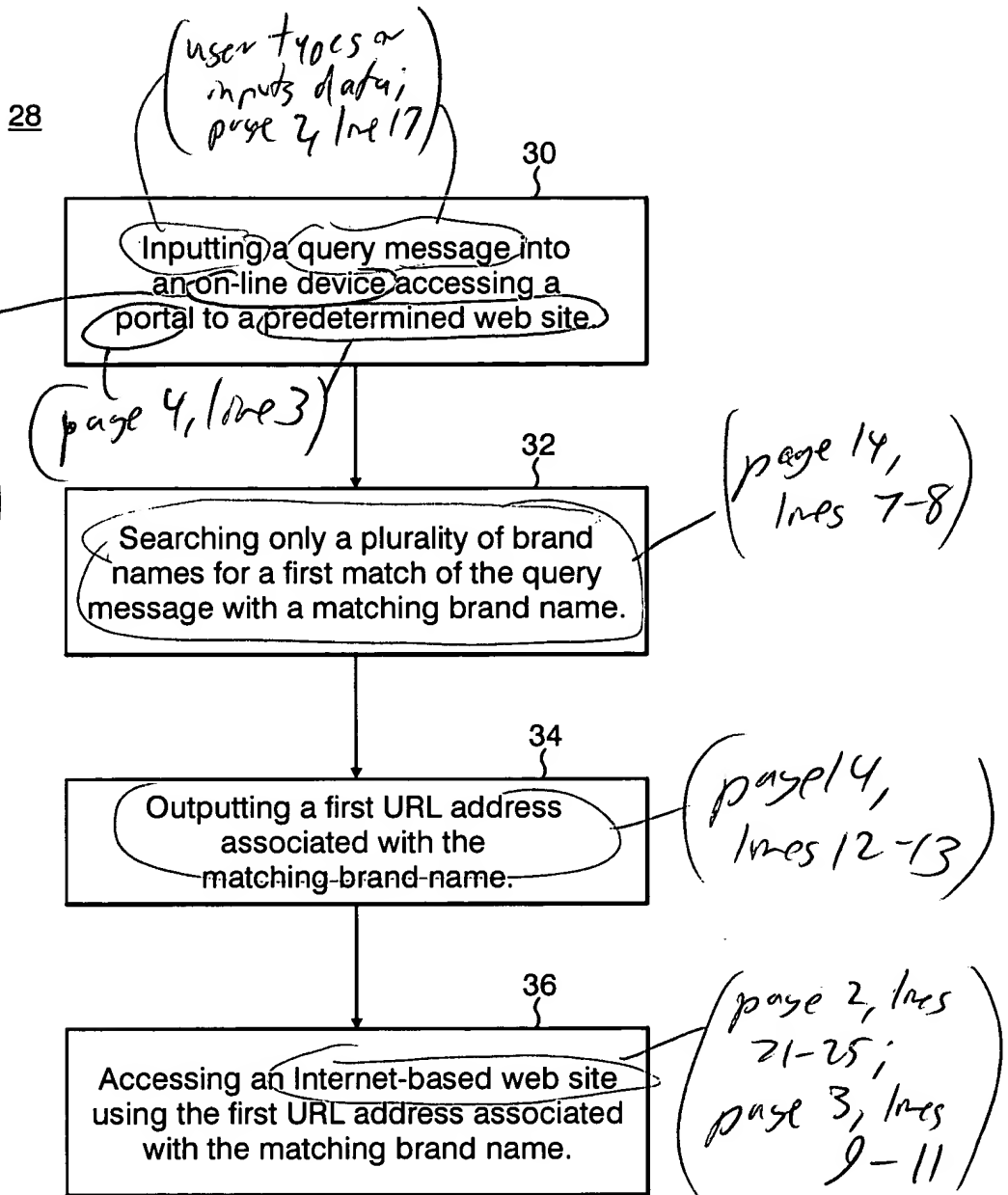


FIG. 2